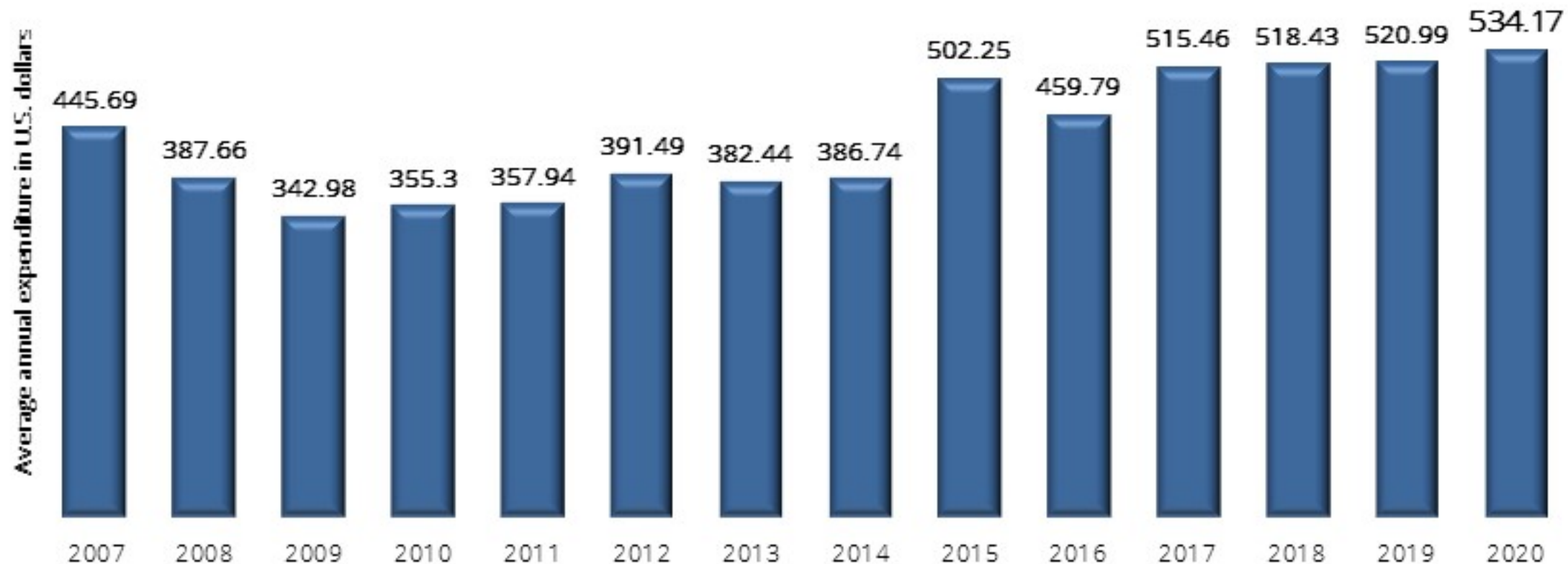


# **RADIO DELIVERS FOR FURNITURE AND APPLIANCE RETAILERS**

# FURNITURE AND APPLIANCES

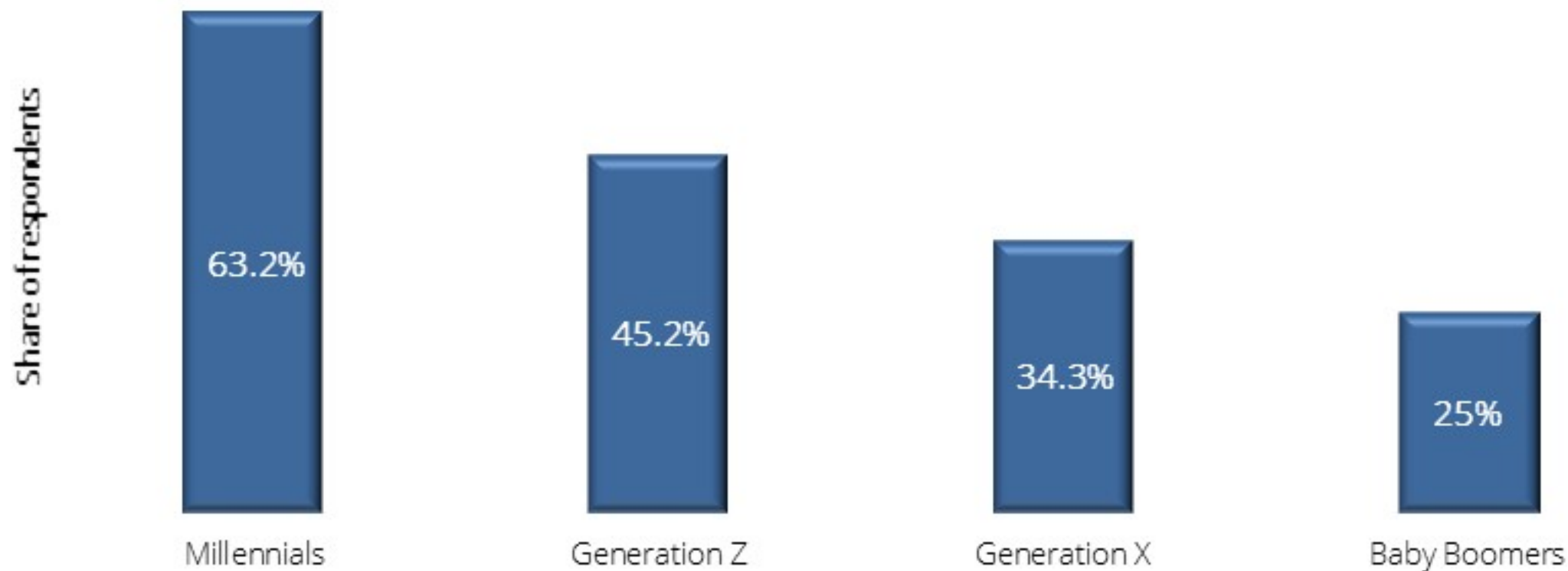
- ❑ **Traditionally, home furniture and appliance purchases occur due to moving**
- ❑ **COVID-19 caused consumers to look at their home differently**
- ❑ **Increase in remote working**
  - ❑ Creation of home office space
  - ❑ Comfort versus style
  - ❑ Relocation to accommodate the new work from home lifestyle
- ❑ **Kitchen remodels**
  - ❑ Meals at home versus on-the-go
  - ❑ Improve or update current at home appliances
- ❑ **Demand for new furniture and appliances increased throughout 2020 and continues through 2021**
  - ❑ Supply chain issues have impacted deliveries

# AVERAGE ANNUAL SPENDING ON FURNITURE PER CONSUMER



U.S. household expenditure on furniture 2007-2020

# 2021 HOME FURNISHING USAGE OF BUY ONLINE PICKUP IN STORE SERVICES

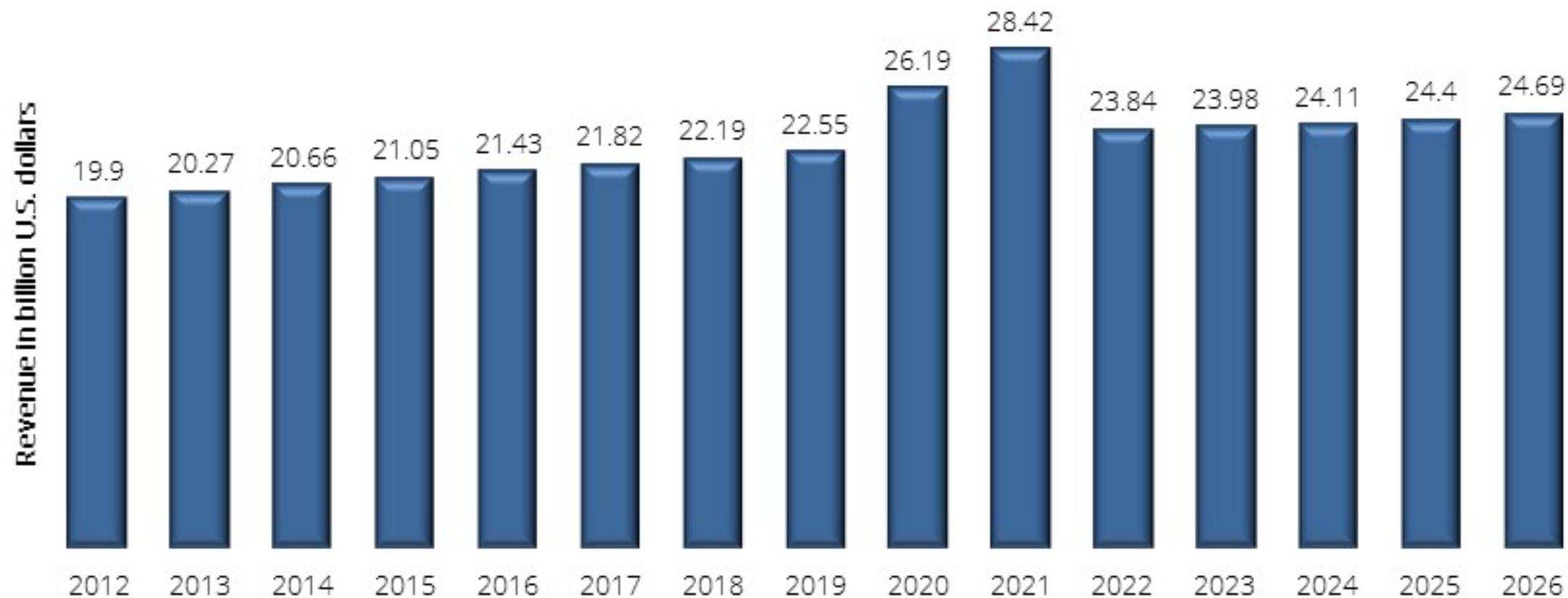


# MAJOR HOUSEHOLD APPLIANCES MARKET REVENUE



Source(s): Statista Consumer Market Outlook; July 2021; Refrigerators and freezers; dishwashing machines and washing machines; cookers, and ovens

# SMALL HOUSEHOLD APPLIANCE MARKET REVENUE



Source: Statista Consumer Market Outlook; July 2021; small appliances are coffee machines, mixers, and blenders, etc.

# RADIO REACHES FURNITURE/APPLIANCE SHOPPERS

## Total Population

- 84% plan to purchase furniture this year
- 83% plan to purchase a major appliance this year

## African Americans

- 85% plan to purchase furniture this year
- 86% plan to purchase a major appliance this year

## Hispanics

- 84% plan to purchase furniture this year
- 83% plan to purchase a major appliance this year

Source: Scarborough USA+ 2021 Release 1 Total (Jan 2020 – May 2021)

# BACKGROUND DATA

## Furniture

**Jan 2021 – Oct 2021**

59,800 radio ads

46.8M total sessions

## Appliances

**Jan 2021 – Oct 2021**

38,200 radio ads

2.95M total sessions



# RADIO DRIVES LIFT FOR FURNITURE

Radio campaigns spike traffic as consumers upgrade in home furniture.

59,800 radio ads	JAN – OCT 2021
Increased visitor lift average	17%
New site Visits per Airing <sup>®</sup>	31.9
Total new site users	1.9M
Increase in foot traffic	34%
Total new foot traffic	467.2K

Source: NumericOwl Furniture, 2021



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ADVERTISING  
BUREAU

# Radio Drove Highest Web Lift For Furniture From New Users on Mondays



# EVENING WAS THE BIGGEST DRIVER OF NEW SITE VISITS PER AIRING FOR FURNITURE



**Evening**  
(7 p.m. - 12 a.m.)  
highest number  
of new users  
and Visits per  
Airing (VPA) °



**Afternoon**  
(3 p.m. - 7 p.m.)  
86% of  
Evening  
new users



**Midday**  
(10 a.m. - 3 p.m.)  
delivered  
comparable VPAs  
to Afternoon

***Insight:* While Evening was the biggest driver, combined with Midday and Afternoon, these top three are the perfect set.**

Source: NumericOwl Furniture, 2021



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# RADIO DRIVES IN-STORE FOOT TRAFFIC FOR FURNITURE

## Radio delivers customers

- For every day radio was on air, there were 78 new visits to retail locations
- Saturday had the highest total new traffic and highest percentage
  - Friday had the second highest amount of total traffic, but had lower percentage of new traffic than Sunday
- Similar to site visits, Midday, followed by Afternoon, experienced the highest percentage of new traffic

# RADIO DRIVES LIFT FOR APPLIANCES

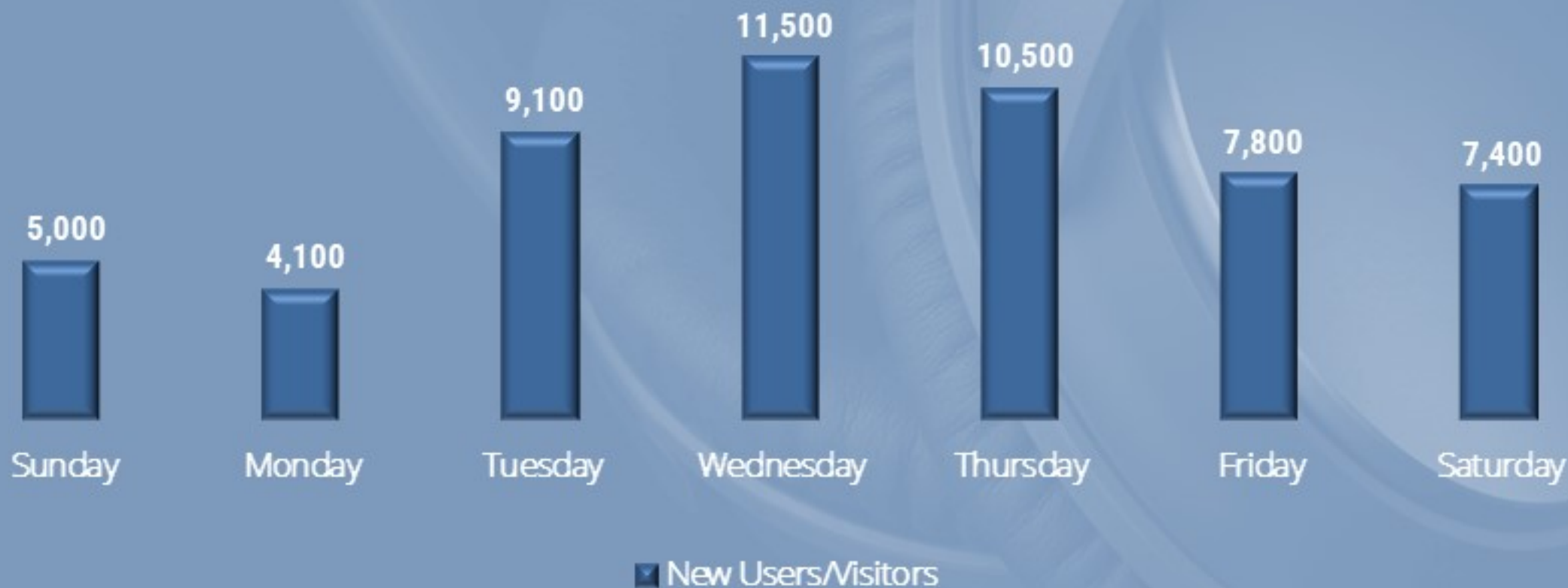
Radio campaigns spike traffic as consumers upgrade home furniture.

38,200 radio ads	JAN – OCT 2021
Increased visitor lift average	7%
New site visitors from ads	55.5K
Total new site users	2.5M
Increase in foot traffic	41%
Total new foot traffic	6.5K

Source: NumericOwl Appliances, 2021



# Radio Drove Highest Web Lift for Appliances From New Users on Mondays



# EVENING AND AFTERNOON LIFT NEW VISITS PER AIRING FOR APPLIANCES



## Midday

(10 a.m. - 3 p.m.)  
highest number  
of new users and  
Visits per Airing  
(VPA)\*



## Afternoon

(3 p.m. - 7 p.m.)  
95% of  
Midday VPAs



## Morning

(6 a.m. - 10 a.m.)  
1.2 users for  
every spot aired



## Evening

(7 p.m. - 12 a.m.)  
nearly half of  
Afternoon  
new users



## Overnight

(12 a.m. - 6 a.m.)  
delivered  
3K  
new users

**Insight:** While Midday drove the highest number of new visits, Evening also drove lift.

Source: NumericOwl Appliances, 2021



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# RADIO DRIVES TRAFFIC FOR APPLIANCE BRICK-AND-MORTAR

## Radio brings customers to the door

- For every day radio was on air, there were four new visits to appliance retail locations
- Saturday had the highest total new traffic
  - Thursday had the greatest lift in new traffic for days on air compared to the total traffic
- Evening had the highest percentage of new in-store foot traffic but Midday and the greater number of new location visits



# Radio DELIVERS For Furniture and Appliance Retailers

- As the pandemic hit, Americans huddled at home and reevaluated their lifestyles and surroundings
  - The need to create work-from-home spaces required different furnishings
  - Restaurant closures increased at-home meals
  - Some relocated to different areas with more space
- Consumers continue to seek out furniture and appliance purchase options – both online and in-store
- Radio reaches 83%+ of adults who plan to purchase furniture or appliances
- Radio campaigns increased traffic for furniture and appliance retailers during the eight months of 2021:
  - Furniture advertisers experienced a 17% increase in site traffic, as well as a 34% boost to in-store traffic
    - Best days of the week varied for both online and in-store
    - Evening, Midday and Afternoon are the perfect trifecta
  - Appliance advertisers saw a 7% lift in site traffic and 41% in foot traffic
    - Midweek days were best for online boosts and weekends were best for in-person
    - Midday works best for all activity

